



Vignesh G

Lead Product Designer

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Current Location
Pune, Maharashtra.

Core Competencies

- Product Design Strategy
- User Experience (UX) Design
- User Interface (UI) Design
- Design Systems
- Interaction Design
- User Research & Testing
- Team Management
- Cross-functional Team Collaboration
- Mentorship

Education

- **Human Centered Design** | Coursera, San Diego University | 2015
- **Bachelor of Business Administration (B.B.A)** | Bharadhidasan University | 2012

Socials

[Vignesh](#)
Dribbble

[Vignesh Gnanasekaran](#)
LinkedIn

About Me

A design leader with 12 years of experience transforming digital experiences by aligning creative strategies with business objectives. I specialize in crafting innovative, user-centric products that drive growth and deliver measurable impact.

As a seasoned design leader, I specialize in:

- Comprehensive product design strategy
- Cross-functional team leadership and mentorship
- User experience optimisation
- Design system development and implementation
- Innovative solution conceptualization

Key Achievements

- 12 years of progressive design leadership
- Proven track record of driving user adoption and business growth.
- Expert in translating complex business requirements into intuitive design solutions.
- Recognized for creating scalable, user-centric product experiences.



Boomerang

Product Design Lead - June 2021 – Present

Present

Pune, Maharashtra.

- Spearhead design strategy and product roadmap development for innovative digital solutions
- Lead cross-functional teams in creating user-centric product experiences
- Drove the redesign of the Influencer Map product, achieving:
 - 70% increase in user adoption
 - 20% boost in sales performance
- Positioned design efforts to support critical business milestones, including Series A funding preparation



Zoho Corporation

Senior Product designer

Sep 2018 - Jun 2021

Chennai, Tamil Nadu.

- Designed and delivered 10+ high-revenue features for CRM applications
- Developed and maintained comprehensive design systems
- Collaborated closely with cross-functional teams to align design solutions with strategic business objectives



Pearson

Product Designer

Apr 2016 - Sep 2018

Chennai, Tamil Nadu.



Invention Labs

UX Designer

Apr 2015 - Jul 2016

Chennai, Tamil Nadu.



Tringapps

UX designer

Dec 2014 - Mar 2015

Chennai, Tamil Nadu.



Infowave Knowledgeware

UI Designer

Sep 2013 - Nov 2014

Chennai, Tamil Nadu.



Amerimed Tech

UI Designer

Sep 2012 - Nov 2013

Chennai, Tamil Nadu.